



THE CLEAN HEALTH

PERFORMANCE NUTRITION COACH™ CERTIFICATION

COURSE GUIDE

**HOLISTIC NUTRITION COACHING FOR
THE MODERN PT, NUTRITIONIST
OR ALLIED HEALTH PROFESSIONAL!**

1 WHY CHOOSE US

Finding the proper nutrition coaching course to launch or optimise your career as a PT, nutrition coach or health professional can be tricky...

Most nutrition courses try to “fast-track” your qualification, leaving you overwhelmed and unsure how to take your new skills and make a living as a nutrition coach.

Well, Clean Health solves that 💪



Founded in 2008 by expert personal trainer, nutritionist and our CEO, Daine McDonald, we're the trusted source of evidence-based dietary advice for personal trainers and nutritionists worldwide.

We began as a PT organisation focused on getting epic results using the science of lifestyle, nutrition, and training and in 2012, we opened our first of several gyms that did over 250,000 coaching sessions over their lifespan.

During that time, we started educating PTs, and now, as an accredited fitness institute, we've certified over 60,000 personal trainers and nutritionists in over 40 countries, including industry experts such as Mark Carroll and Lauren Simpson. So, what are you waiting for?



TODAY, OUR EDUCATORS FEATURE THE BEST IN THE FITNESS INDUSTRY, INCLUDING DR LAYNE NORTON, DR BILL CAMPBELL, SEBASTIAN OREB, DR JACKSON PEOS AND MORE.

We will teach you “what’s working now”, not what “used to work”, like the traditional, cookie-cutter fitness and nutrition institutes (You know who you are).

So, what are you waiting for?

**STAND ON THE SHOULDERS OF GIANTS.
LEARN WITH CLEAN HEALTH.**

2 COURSE OVERVIEW

The Clean Health Performance Nutrition Coach Certification™ (PNC™) is the most advanced online nutrition coaching program in the world today.

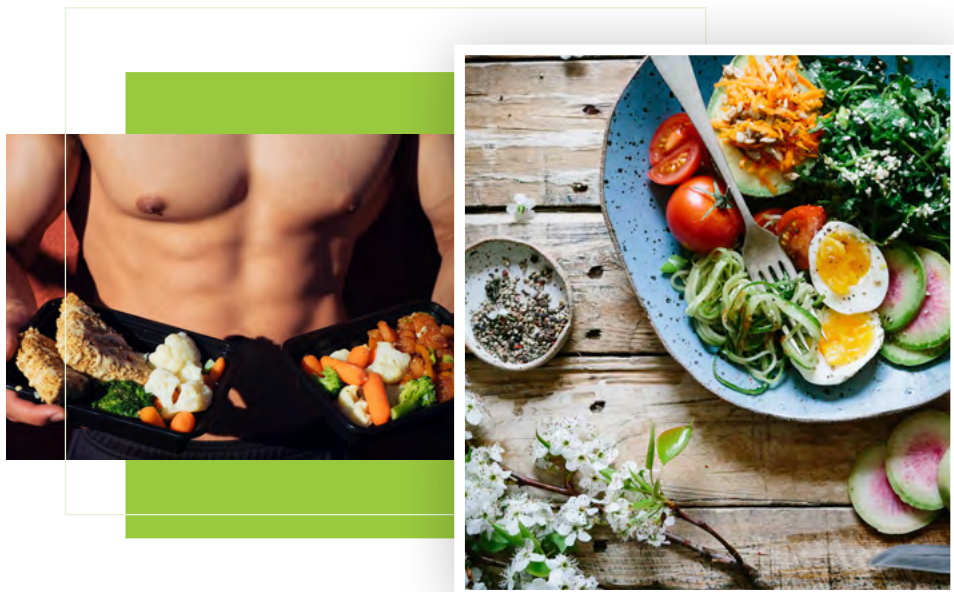
With four courses combined, it includes the latest evidence-based methodologies and science in nutrition coaching; it also combines practical tools, enabling you to optimise your client's health inside and out, along with how to create a profitable business as a nutrition coach.

Combined, it will help you develop all the skills needed to become an expert nutrition coach from the comfort of your home.

**THE PROGRAM CONTAINS AN INFORMATION-PACKED
24 MODULES OF LEARNING ACROSS FOUR LEVELS,
BROKEN DOWN AS FOLLOWS 👉**

CERTIFICATIONS

1. Performance Nutrition Coach Level 1 (PNC1)
2. Performance Nutrition Coach Level 2 (PNC2)
3. Performance Nutrition Coach Level 3 (PNC3)
4. Fitness Business Essentials [FBE]



COACHING TOOLS

5. iNutritionPRO Coaching Software

iNutritionPRO

POWERED BY



In summary, this certification will provide you with everything you need to separate yourself from the pack and turn your passion for health, fitness and nutrition into a profitable and sustainable career as a nutrition coach.



3 WHAT YOU WILL LEARN

MODULE OVERVIEW: COURSE 1 OF 4

PERFORMANCE NUTRITION COACH LEVEL 1

#No	Module Code	Module Name
1	CHPNC11	The Obesity Epidemic
2	CHPNC12	The Art of Nutrition Coaching
3	CHPNC13	The Fundamentals of Macronutrients
4	CHPNC14	Base Nutritional Program Design
5	CHPNC15	Understanding Popular Nutrition Systems
6	CHPNC16	The Art of Nutritional Periodisation
7	CHPNC17	Understanding Micronutrients
8	CHPNC18	Building your Nutrition Coaching Business
9	CHPNC19	The Latest Technology to Optimise Client Wellness

KEY LEARNING OUTCOMES

1. You will learn an **evidence-based, step-by-step dietary program** design system that can produce results with clients for fat loss, hypertrophy, athletic performance or general wellness safely and effectively.
2. You will learn all about the **different nutrition systems**. So, whether low carb, high carb, ketogenic, IIFYM, intermittent fasting etc., we break down each to give you the pros and cons and provide you with the latest science.
3. You will learn **when or when not to apply different nutrition protocols** depending on the client's physiology, goals and overall psychology.
4. You will learn about **the periodisation of nutrition**, Zigzag, undulating periodisation and how to structure diets over weekly, monthly and quarterly periods to maximise client goals.
5. You will learn **how to set up an additional income stream or side hustle** as a nutrition coach.

MODULE OVERVIEW: COURSE 2 OF 4

PERFORMANCE NUTRITION COACH LEVEL 2

#No	Module Code	Module Name
10	CHPNC29	The Physiology of Fat Loss
11	CHPNC210	The Fundamentals of Gut Health
12	CHPNC211	Stress & Lifestyle Management Essentials
13	CHPNC212	Advanced Nutrition Principles for Maximal Results
14	CHPNC213	Advanced Supplementation Considerations
15	CHPNC214	Nutritional Strategies for Physique Athletes



KEY LEARNING OUTCOMES

1. You will learn the **science and physiology of fat loss**, involving a detailed analysis of the interactions between lipolysis, fatty acid transportation, fat oxidation, adrenoreceptors and stubborn fat protocols and more!
2. You will learn in-depth all about the **structure of the digestive system**. Along with the physiology behind it, giving you a greater understanding of what happens to the food and liquid consumed once it enters the body.
3. You will learn in-depth the **impact of stress and unhealthy lifestyle choices** on your client's brain function, immune system, cardiovascular system, digestive system, sleep/wake cycles, and much more.
4. You will learn how to **prescribe evidence-based, advanced supplementation protocol** for intermediate to advanced-level clientele.
5. You will understand how to **nutrition coach physique athletes** or clients for photo shoots, ensuring they peak aesthetically on time for optimal results!

MODULE OVERVIEW: COURSE 3 OF 4

PERFORMANCE NUTRITION COACH LEVEL 3

#No	Module Code	Module Name
16	CHPNC314	Understanding Endocrinology for Client Wellness
17	CHPNC210	Understanding Epigenetics for Client Longevity
18	CHPNC211	Understanding Brain Chemistry for Mental Health
19	CHPNC212	Blood Chemistry Assessment for Health Professionals
20	CHPNC213	Neuroplasticity and the Science of Behavioural Change



KEY LEARNING OUTCOMES

1. You will learn the **impact of our hormones** on our health, well-being and body composition goals and how they can impact health and longevity.
2. You will learn the **impact of our unique genetic makeup** on our health, well-being and body composition goals and how they can impact longevity.
3. You will learn about **our neurotransmitters** and how they influence mood, mental health and daily performance.
4. You will learn about the **importance of blood chemistry profiling** and how to interpret immune, detoxication, methylation and more to optimise health.
5. You will learn the latest **research around neuroplasticity** and how to use the science of behaviour change to optimise client compliance and results.

MODULE OVERVIEW: COURSE 4 OF 4

FITNESS BUSINESS ESSENTIALS

#No	Module Code	Module Name
21	FBE1	How to Optimise Business Performance Fast
22	FBE2	How to Become a Subject Matter Expert
23	FBE3	How to Build a World-Class Fitness Brand
24	FBE4	Sales Mastery for Health & Fitness Professionals



KEY LEARNING OUTCOMES

1. You'll learn how to **set goals, create habits and become more productive** as a #fitpro to maximise your return on time investment.
2. You will learn how to **"learn more to earn more"** through making strategic investments with your time and money to become a niche-dominating expert.
3. You will learn the **core marketing fundamentals** you must master if you wish to be successful as a nutrition coach in person, online or in your clinic.
4. You will learn a **step-by-step process to improve your close rate** when prospecting clients, helping you become an expert in selling your product.
5. You will learn about the **systems you need to develop** as you scale your business to enhance your career, longevity and profitability.

4 PROGRAM SUPPORT AND EXPERIENCE

The PNC Certification has no intake or start date, meaning that it can be done at your own pace, from anywhere and at any time.

Our online learning experience has been researched extensively to focus on optimising your learning journey, helping you complete your course confident and ready to apply what you've learned!

**IF YOU WANT TO THROW IN SOME BLENDED LEARNING,
YOU CAN DO THAT BY ATTENDING ONE OF OUR
LIVE EVENT WORKSHOPS WORLDWIDE IN NUTRITION,
WHICH YOU CAN FIND OUT MORE ABOUT BELOW 📍**

LIVE EVENT WORKSHOPS

The program is delivered via interactive videos, presentation slides, online textbooks and virtual live masterclasses (that are also recorded) for your convenience. You'll also have access to our master coaches if you get stuck with questions!

Finally, our online student group provides a worldwide platform of like-minded personal trainers with whom you can network and learn together with.



5 COURSE DURATION AND PRACTICAL HOURS

The PNC program has approximately 50-70 hours of course content to go through both online and through practical application. From our feedback and student surveys, the average completion times are as follows:

Study Hours Per Week	Approximate Time to Complete
5 Hours	3-4 Months
10 Hours	2-3 Months
15 Hours	1-2 Months
20 Hours	1 Month

Oh, and best of all, you have 24 months to complete this program if life gets in the way and you have difficulty allocating time during periods.



6 YOUR FUTURE JOB POSSIBILITIES

After you're qualified, you'll be able to work at gyms, health clubs and spas, fitness studios, cruise liners and other health fitness-related businesses worldwide.

The certification will enable you to have career pathway options as a nutrition coach where you can earn upwards of 6 figures per annum.



As a globally accredited fitness institute, we have over 1000+ partners across the UAE, North America, the UK, Asia, and Australia, allowing us to provide our students with career pathway options with some of the world's leading gyms, nutrition centres and personal training studio brands, as seen below.



7 CAREER INVESTMENT OPTIONS

We have multiple payment options to suit your budget, from upfront to 2-year payment plans to help serve your cash flow and budgetary requirements.

For Australian students, we have partnered with Zip Pay, allowing you to buy now with \$0 down, interest-free options today!



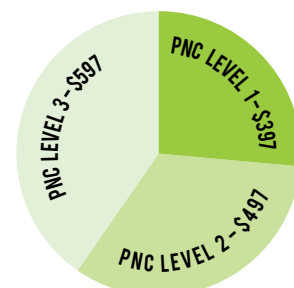
UP TO 12 MONTHS INTEREST FREE
CLICK HERE FIND OUT HOW ZIP WORKS!

So, let's break down the traditional pathway to becoming "qualified" in nutrition...

Traditional Career Option: Dietetics or Nutrition Degree	Clean Health Option: Performance Nutrition Coach Certification
COSTS	
Range from \$10,000-\$100,000 depending on country & qualification level (Diploma, Bachelor's Degree etc.)	Range from \$397 to \$1197 depending on if you're doing level 1 or all 3 levels
CONTENT	
Highly academic, not practical & not applicable to most clients or PTs from the service delivery aspect.	Practical & results-driven with the latest science backing it. They were designed to make you a coach, not a lecturer!
SUMMARY	
High costs, lengthy time & not practical in today's post-pandemic environment!	Low cost, low time & completely practical from your living room anywhere in the world!

PNC COMPLETE CERTIFICATION **\$1197**

BUY THIS COURSE NOW





Copyright & Disclaimer

Copyright

This Clean Health Performance Nutrition Coach Certification™ (PNC™) course guide is Copyright © Clean Health IP Holdings Pty Ltd 2008-2023, all rights reserved. This course guide was first published and distributed in September 2014 by Clean Health IP Holdings Pty Ltd, trading as Clean Health™.

No part of this course guide may be reproduced in any form or by any means, electronic or mechanical, including photocopying, recording or by any information or retrieval, without prior permission in writing from the publisher.

Under the Australian Copyright Act 1968 (the Act), a maximum of 10 per cent of the number of pages of the e-resource or chapter, whichever is greater, may be photocopied by any person/s, company or educational institution for its educational purposes provided that the educational institution, or the body that administers it has given a remuneration notice to Copyright Agency Limited (CAL) under the Act.

Disclaimer

The content of this course guide is to serve as an educational resource on matters of interest concerning nutrition, training and general personal training advice given under the scope of practice as a legally certified and insured personal trainer through your national governing body.

It is not intended to be comprehensive to non-qualified fitness professionals and personal trainers, nor does it constitute medical advice in any way. This course guide is a compilation of research, ideas, concepts, ideologies, philosophies and opinions of the author, Clean Health IP Holdings Pty Ltd.

The author and its related entities will not be liable for any injuries, loss or damage that may arise from your improper use of, or reliance on, the content of this e-resource by you personally or with any persons you teach these methodologies to.

You accept sole responsibility for the outcomes if you choose to adopt and use the systems, methods, ideas, concepts, and opinions within the content of this e-resource.

Publisher

Clean Health IP Holdings Pty Ltd
PO Box 3645, 780 The Entrance Road,
Wamberal, NSW, 2260, Australia
www.cleanhealth.edu.au